

2018 ECONOMIC IMPACT OF THE **MADISON COUNTY** TRAVEL INDUSTRY

# TRAVEL & TOURISM IS A BIG DEAL

A **banner year**. 2018 was the *highest economic impact year* for travel to Huntsville/Madison County...ever!



Every household in  
Huntsville/Madison County  
**SAVES MORE THAN  
\$854 IN TAXES** as a result  
of travel expenditures.



2018 economic impact of travel  
**\$1.4 BILLION**  
*in Madison County alone.*



**17,256**  
Madison County jobs.



**3,350,090**  
Estimated number of visitors  
to Madison County in 2018.



# HUNTSVILLE/ MADISON COUNTY TRAVEL INDUSTRY ECONOMIC IMPACT\*

*% increase over 2017 numbers*

**Number of Visitors** .....3.35 million..... 6.0%

**Economic Impact**.....\$1.4 billion..... 7.6%

## Most Visited Counties in Alabama

1. Baldwin County
2. Jefferson County
- 3. Madison County**
4. Mobile County
5. Montgomery County

*\*Figures are from the Travel Economic Impact 2018 Report  
by the Alabama Tourism Department*

**HUNTSVILLE**  
*we've got space*

**Huntsville/Madison County Convention & Visitors Bureau**  
500 Church Street NW, Huntsville, AL 35801 1-800-SPACE-4-U  
[huntsville.org](http://huntsville.org) / connect with us on social!      